

**Amendments to the Drawings**

The attached replacement sheet of a drawing includes changes to Fig. 1, where system “S” is identified. The replacement sheet is intended to replace Fig. 1 currently before the Examiner.

Attachment: Replacement Sheet

### **Remarks**

Claims 1-36 are currently pending in the Application, Claims 37-39 are newly presented herein and Claims 2, 4-7 and 9-36 are herein canceled without prejudice.

### **Summary of claim amendments**

This response amends Claim 1 to recite “an advertisement information accumulating device which accumulates the advertisement information registered by the first registration accepting device for a predetermined time; an outputting device which outputs the advertisement information to a transmitting medium, a ranking device which generates a ranking list information indicating a rank of the advertisement information.” Support for the amendments can be found, for example, in originally filed Claims 3 and 5.

This response amends Claims 3 and 8 to clarify the language of the claims.

This response cancels Claims 2, 4-7 and 9-36 without prejudice.

### **New Claims**

This response adds new claims 37-39 to more completely claim the invention. Support for the new Claim 37 can be found, for example, in Figure 8. Support for the new Claims 38-39 can be found, for example, in the original Claim 5.

### **Drawings objections**

The Examiner objects to Figure 5 for reciting “S35” that is not disclosed in the specification. Applicant submits that specification has been amended, as shown above, to recite “S35” as shown in Figure 5. Therefore, Applicant respectfully requests that the objection be withdrawn.

The Examiner also objects to Figure 1 for allegedly not showing system “S” as recited in the specification. Applicant submits that Figure 1 has been amended, as shown above, to show system “S.” Therefore, Applicant respectfully requests that the objection be withdrawn.

**35 U.S.C. §112, first paragraph, rejection**

Claims 1-36 stand rejected under 35 U.S.C. §112, first paragraph, as failing to comply with the enablement requirement. Applicant submits that claims as amended above overcome the Examiner's rejection and Applicant respectfully requests that the rejection be withdrawn.

**35 U.S.C. §112 rejection**

Claims 10, 21 and 32 stand rejected under 35 U.S.C. §112 for allegedly failing to conform with the current U.S. practice. Applicant submits that claims as amended above overcome the Examiner's rejection and Applicant respectfully requests that the rejection be withdrawn.

**35 U.S.C. §102(e) rejection**

Claims 1-36 stand rejected under 35 U.S.C. §102(e) as being anticipated by Botelho (U.S. Publ. No. 2002/0069105). Applicant respectfully disagrees. Applicant submits that Botelho does not teach each and every element as set forth in the rejected claims as amended. In particular:

**Claim 1**

Applicant submits that Botelho does not disclose, suggest or teach, *inter alia*, the following features recited by amended Claim 1 of the present application:

“a first registration accepting device which accepts registration of advertisement information to be output as advertisement from outside; an advertisement information accumulating device which accumulates the advertisement information registered by the first registration accepting device for a predetermined time; an outputting device which outputs the advertisement information to a transmitting medium, a ranking device which generates a ranking list information indicating a rank of the advertisement information; and an output module including: said transmitting medium used for distributing ~~said~~ an output distribution information; an obtaining device which obtains said output distribution information from said transmitting medium; and an information outputting

device which outputs said advertisement information included in said obtained distribution information”

Hence, Claim 1 is patentable over Botelho and should be allowed by the Examiner. Claims 3, 8 and 37-39, at least based on their dependency on Claim 1, are also patentable over Botelho.

**Conclusion**

In view of the above, reconsideration and allowance of all the claims are respectfully solicited.

The Commissioner is authorized to charge any additional fees which may be required or credit overpayment to deposit account no. 12-0415. In particular, if this response is not timely filed, then the Commissioner is authorized to treat this response as including a petition to extend the time period pursuant to 37 CFR 1.136 (a) requesting an extension of time of the number of months necessary to make this response timely filed and the petition fee due in connection therewith may be charged to deposit account no. 12-0415.

I hereby certify that this document is being transmitted to the Patent and Trademark Office via electronic filing.

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